Where as normal AM/FM radio is a free service, I PAY for satellite radio. I do this as I dont like having to change channels all the time when the stations fade in and out and I dont want to listen to the commercials. If the NAB wants to stop broadcast customers leave, then do something to make us WANT to come back! When are you guys going to figure out the rules of supply and demand? If the item you are trying to sell SUCKS, you are not going to make your money and people are going to go elsewhere. Instead of trying to force people to listen to your crappy broadcast stations, try actually improving your product. Peter Parks Petaluma CA